



WXYZ

ORDER

Print Date 09/18/12

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Flight Dates 09/15/12-09/17/12

		<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	311116 /	Citizens for Affordable Quality Hon	<u>Estimate #</u>	1629
<u>Original Date / Revision</u>	09/14/12 09/14/12	Agency Com 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Citizens for Affordable Quali	1322 G Street SE Washington, DC 20003	<u>Billing Type</u>	Cash
<u>Agency</u>	New Media Firm		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Cycle</u>	EOM/EOC
1322 G Street SE Washington, DC 20003		Sales Region NAT	<u>Billing Calendar</u>	BROADCAST
		Agency Ref 2	<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	POL POL ISS
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Competing Station	Order Share %	Market Value %	Amount
CABLE	%		
UNKWN	100%		
WADL	%		
WDIV	%		
WDWB	%		
WJBK	%		
WKBD	%		
WLPC	%		
WPXD	%		
WTVS	%		
WWJ	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	36	\$27,816.25	\$32,725.00	0.00	08/27/12	09/17/12	36	\$27,816.25	\$32,725.00
Totals	36	\$27,816.25	\$32,725.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	09/17/12	09/17/12	430 AM News	CM	430a-5a		M-----	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
				7 Action News This Morni												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	M-----		1	\$150.00			0.00						
N 2	WXYZ	09/17/12	09/17/12	5am News M-F	CM	5-6am M-F		M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				5am News M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	M-----		1	\$500.00			0.00						
N 3	WXYZ	09/17/12	09/17/12	GMA M-F 7-9am	CM	7-9am M-F		M-----	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	M-----		1	\$1,200.00			0.00						



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Contract / Revision

311116

Flight Dates **09/15/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/14/12 / 09/14/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual**Estimate # **1629**



WXYZ

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Contract / Revision

311116 Flight Dates**09/15/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/14/12 / 09/14/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual**Estimate # **1629**



WXYZ

Print Date: 09/18/12

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Contract / Revision**311116**Flight Dates**09/15/12-09/17/12**Hiatus DatesOriginal Date / Revision 09/14/12 / 09/14/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1629**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N27	WXYZ	09/16/12	09/16/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$200.00			0.00					
N28	WXYZ	09/16/12	09/16/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$150.00			0.00					
N29	WXYZ	09/15/12	09/15/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$2,500.00			0.00					
N30	WXYZ	09/16/12	09/16/12	Sunday Prime B Revenge	CM	8-9pm Sunday	-----S	:30	1	\$3,500.00	P-4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$3,500.00			0.00					
Totals														36	\$32,725.00